K Love provides my family a family safe radio station for us to listen. I do not have to worry if there will be sexually risque humor or innuendos, curse words or other inappropiate behavior or songs. They provide prayer services, christian based entertainment ideas, etc. If K-Love is displaced by a LPFM we will lose a station for the entire family to enjoy. K-love provides an media outlet that I believe mirrors most of the families in the USA